### Strategically Build a Data-Driven Enterprise

A data-driven enterprise is one where data is at the core of business strategy and operations. It starts with a clear vision and strategic planning, followed by organizational culture, data management, and technology implementation. The transformation involves continuous improvement and adaptation to changing market conditions.

#### A workplace that's powered by data

- **Starts with strategy:** A strategy that aligns with business goals ensures that data is used effectively.
- **Culture of data:** An environment where data is valued and trusted.
- **Data management:** Processes that ensure data quality, security, and compliance.
- **Technology:** Tools and platforms that enable data analysis and action.

#### Key Activities of Data-Driven Enterprises

1. **Capture:** Gathering data from various sources.
2. **Store:** Storing data securely and efficiently.
3. **Enrich:** Enhancing data with context and metadata.
4. **Monitor:** Tracking data use and performance.

#### How to Become a Data-Driven Organization

- **Define your data strategy:** Understand your data needs and goals.
- **Implement DataOps:** Automate data management processes.
- **Encourage collaboration:** Work across departments to unlock data value.
- **Use data:** Act on insights to improve operations and customer experience.

### Data-Driven Stairway to Value

- **Monetize:** Make data useful and get it to the right end user.
- **Architect:** Optimize data storage and access.
- **Enrich:** Enhance data with context and metadata.
- **Store:** Securely store data.

### Key Metrics

- **34%** of IT professionals say they have a single view of enterprise-wide data.
- **80%** of organizations say disrupting innovation comes from insights into data.
- **55%** of consumers and creators use data to better understand the market and their products.

### Data-Driven Insights

- Data-driven organizations are 25% more likely to have a single view of enterprise-wide data.
- They are 30% more likely to use data to better understand their products and services.

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